

ORDER

Orders Order / Rev: 429004
 Alt Order #:
 Product Desc:
 Estimate:
 Flight Dates: 09/19/16 - 09/23/16
 Original Date / Rev: 09/15/16 / 09/15/16
 Order Type: GENERAL

Agency Name: The Factor, Inc
 Buying Contact: Ana Carbonell
 Billing Contact:
 999 Ponce De Leon Blvd, Suit 520
 Miami, FL 33134

Advertiser Name: Marco Rubio For Senate 2016
 Demographic: A18-49
 Product Codes: PL1 - Candidates
 Priority: P-3
 Revenue Codes: AGY, POL, CAND

Primary AE: Victor Guzman
 Sales Office: CMQLC
 Sales Region: Local

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

New Business Thru:
 Order Separation: 00:30:00
 Advertiser External ID:
 Agency External ID:
 Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/23/16	25	\$5,375.00	\$4,568.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	25	\$5,375.00	\$4,568.75	0.00
Totals	25	\$5,375.00	\$4,568.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Victor Guzman			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WCMQ	09/19/16	09/23/16	6a-10a M-F 6a-10a M-F	CM	6a-10a	11111--	1:00	5	\$225.00	P-3	0.00	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/19/16	09/25/16	11111--		5			\$225.00			0.00			
N 2	WCMQ	09/19/16	09/23/16	7a-9a M-F 7a-9a M-F	CM	7a-9a	22222--	1:00	10	\$225.00	P-3	0.00	NM	10	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/19/16	09/25/16	22222--		10			\$225.00			0.00			
N 3	WCMQ	09/19/16	09/23/16	10a-3p M-F 10a-3p M-F	CM	10a-3p	MTWTF--	1:00	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--		5			\$200.00			0.00			
N 4	WCMQ	09/19/16	09/23/16	3p-7p M-F 3p-7p M-F	CM	3p-7p	MTWTF--	1:00	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/19/16	09/25/16	MTWTF--		5			\$200.00			0.00			
Totals														25	\$5,375.00

Date: 9/3/2016

RADIO

Weeks of: 9/19/2016

CLIENT: MARCO RUBIO FOR SENATE 2016
Media: WCMQ 92.3 FM
Market: Miami-Ft. Lauderdale-Palm Beach-The Keys
Contact: VICTOR GUZMAN
Phone: 786-597-2954
E-mail: vguzman@sbsmiami.com

AGENCY: The Factor, Inc.
999 Ponce de Leon
Coral Gables, FL 33134
Contact: Ana Carbonell / Mirta De Armas
305-358-0110 786-797-2713

Target demo: Hispanics 50+ Hispanics 18+

Station	Day	Time	Program	30" Pre	30" fixed	60" Pre	60 fixed	Rtg. 50+	Cost/spot	# Spots	CPP	GRP'S	TOTAL
WCMQ	92.3 FM	M-F 6a-10a					225	2	\$ 225.00	5	\$ 112.50	10	\$ 1,125.00
		M-F 7a-9a	Oscar Haza				225	2	\$ 225.00	10	\$ 112.50	20	\$ 2,250.00
		M-F 10a-3p					200	1.5	\$ 200.00	5	\$ 133.33	7.5	\$ 1,000.00
		M-F 3p-7p					200	1.5	\$ 200.00	5	\$ 133.33	7.5	\$ 1,000.00
		M-F 6A-7P					225	1.6	\$ 225.00	0	\$ 140.63	0	\$ -
		SA-SU 3P-7P					200	1.5	\$ 200.00	0	\$ 133.33	0	\$ -
		SA											
		SU											

25 \$ 119.44 45 \$ 5,375.00
AC: \$ 806.25
NET: \$ 4,568.75

Victor Guzman 9/13/2016
AGENCY THE FACTOR, INC

MEDIA

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:WCMQ, Miami, Florida.**Date:**9/8/2016I, Ana M. CARBONELLbeing/on behalf of: Marco Robio for Senate 2016, a legallyqualified candidate of the Republican politicalparty for the office of: United States Senate.in the State of Florida.election to be held on: November 8th, 2016.

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
//					

Total Charges:

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, MARCO RUBIO for Senate 2016
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Ann M. Carbowell

signature of candidate or authorized committee

on behalf of
candidate

ANN M. CARBOWELL
printed name

9/6/2016
date

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Marco Rubio for Senate 2016

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Lisa Lisker

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/1/2016
Date

R M Crabb
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title